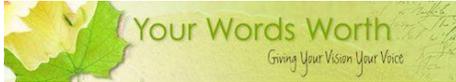




Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

Your Words' Worth



Baltimore MD 21229

866-937-6556

www.yourwordsworth.marketing

Copy writing and consulting

Member since 2015

Management and Leadership

Environmental Policy Statement

Your Words' Worth is committed to having a positive and restorative effect on the environment. We continually strive to improve our environmental performance and to initiate additional projects and activities not only to reduce our impact on the environment, but actively to restore the surrounding ecosystem.

Our commitment to the environment extends to our customers, our staff, and the community in which we operate. We are committed to:

- *Comply with all applicable environmental regulations*
- *Prevent pollution whenever possible*
- *Reduce stormwater runoff as much as possible*
- *Repair the soil ecosystem and provide beneficial habitat*
- *Continually pursue new learning on sustainable and restorative practices*
- *Communicate our environmental commitment and efforts to our clients and community*
- *Continually improve over time by striving to measure our environmental impacts and by setting goals to improve our restorative impact each year*

Signed: 

Date: _____12/18/2020_____

Printed/Title: *Phila Hoopes, Owner and Copywriter*

Environmental Team

Your Words' Worth is a one-woman online copy writing and marketing firm exclusively promoting environmentally sustainable and restorative businesses through website content, ghost-blogging, information marketing and social media services.

With two permaculture design certificates (PDC) in 2010 and 2020 and ongoing reading and training, we are transforming the business property into a permaculture demonstration site. Advisors include Rob Avis of [Verge Permaculture](#), Carmen Lamoreaux of [Urban Farm School](#), and Polly Bart of [Greenbuilders](#).

Annual Environmental Goals

- *Completed second PDC in July 2020 with final project focusing on on-site stormwater management*
- *Installed native woodland/pollinator gardens on property*
- *Currently preparing to implement final PDC project in 2021: adding a new rain garden and two swales, planting the front hill for soil regeneration and erosion prevention, and adding rainwater storage at two new locations on the property.*

Environmentally Preferable Products and Services

- *Provide copy writing and marketing services exclusively to sustainable and restorative businesses*
- *Work is performed and delivered electronically; office is 90% paperless*

Environmentally Preferable Purchasing

Wherever possible, we purchase high-recycled content paper products, Energy Star electrical products, Water Sense plumbing products, organic and local food, and Fair Trade imported products.

Environmental Restoration or Community Environmental Projects

- *Active in my community association raising awareness of pollinator protection, stormwater management options, and permaculture principles.*
- *For the past three years I have fostered butterflies, growing milkweed on my property.*

Waste



Recycling

- *Recycle all glass, paper, aluminum and plastic*
- *Recycle batteries, light bulbs, and ink/printer cartridges*
- *Participate actively in the Baltimore Freecycling network*



Composting

- *Compost food waste, yard waste*
- *Sheet-mulch newspaper, cardboard and cotton cloth in new garden plots*

Energy



Energy Efficiency

- *Installing LED to replace CFL light bulbs*
- *Continuing awareness and minimal energy use.*



Renewable Energy

- *Continuing to use 100% renewable energy through Green Mountain Energy*
- *Supplementing with Neighborhood Solar community solar energy.*

Transportation



Employee Commute

- *Zero commute; combine outside errands wherever possible*



Efficient Business Travel

- *Drive a Prius*
- *Handle most client interactions by phone, email, and other electronic means*

Water



Water Conservation

- *Continue to minimize water use through the Energy Star/Water Sense appliances I have*



Stormwater Management and Site Design

- *Currently preparing to implement final PDC project in 2021: adding a new rain garden and two swales, planting the front hill for soil regeneration and erosion prevention, and adding rainwater storage at two new locations on the property.*

Profile Updated December 2020



Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.

Learn more at green.maryland.gov

